

Social Media Marketing Plan for Restaurant Töölönranta

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<p>This paper is a Bachelor's thesis commissioned by restaurant Töölönrinta. The objective for the thesis is to create a social media marketing plan for the restaurant. The goals for the creation and development of the restaurant's social media channels are to gain more visibility and to get new customers. The starting situation for the social media is that the commissioner has a somewhat functioning Facebook page and an inactive Instagram page.</p> <p>The thesis consists of seven major parts: introduction, social media marketing, customer acquisition, content marketing, social media marketing plan, recommendations, and discussion. The method used in this thesis is research from online and literature sources. An interview with the restaurant manager was also conducted.</p> <p>The social media marketing plan will be based on the facts found and discussed in the theoretical layout of the thesis. The theoretical layout consists of three chapters. Chapter two gives the reader an overall view of the topic. The chapter discusses social media marketing and planning tools. Chapter three addresses the topics of how to acquire customers and how to acquire them through social media. The next chapter of the theoretical layout is devoted to content: content as a definition, valuable content, content planning, content trends, and different types of content will be discussed.</p> <p>In the fifth chapter the actual social media plan will start to develop. In this chapter the SOSTAC –method will be used and a competitor analysis will be conducted. The objectives will be defined more specifically using the SMART –tool.</p> <p>After this, using the knowledge gained in the theoretical layout and the findings from chapter five, recommendations and conclusions will be provided. This part will form the base of the final product.</p> <p>This thesis is product type and the final product is a social media marketing plan for Töölönrinta. The plan will be done in Finnish since that is the working language at the commissioning restaurant. The plan will provide the commissioning company suggestions and recommendation on how to use their social media channels. The thesis was done during spring semester 2018.</p>	
Key words Social media, social media marketing plan, restaurant industry, SOSTAC.	

Table of contents

1	Introduction	1
1.1	Justification of the topic.....	2
1.2	Methods	3
1.3	Key Definitions	3
2	Social media marketing	5
2.1	Channels.....	5
2.2	Marketing planning.....	7
2.2.1	SOSTAC by P.R. Smith.....	7
2.2.2	SWOT	9
2.2.3	SMART	9
3	Customer acquisition.....	11
3.1	Acquiring new customers through social media.....	11
3.2	Evaluating a business's success in social media.....	12
4	Content marketing.....	14
4.1	Creating valuable content	14
4.2	Content planning.....	15
4.3	The trends in content	17
4.4	User-generated content	19
4.5	Visual Content Marketing.....	20
5	Social media marketing plan	21
5.1	Restaurant Töölönrinta	21
5.2	Goal of the social media marketing plan.....	22
5.3	Competitor analysis	23
5.4	Chosen channels	27
5.5	SOSTAC in use.....	27
6	Conclusions – recommendations	32
7	Discussion.....	36
7.1	The process	36
7.2	The product.....	38
	Sources	40
	Appendices.....	48

1 Introduction

This is my bachelor's thesis that is commissioned. The commissioning party is restaurant Töölönranta and the subject is social media marketing. The thesis is going to be product oriented and the final product will be a social media marketing plan in the form of suggestions and recommendations.

In the Introduction part the objective of the thesis, the methods used and justification of topic will be introduced. Also, to give the reader a better understanding of the topic the key definitions used in the thesis will be presented.

The commissioning party is a restaurant located in Töölö, Helsinki. The restaurant is mostly known as a summer restaurant because of its big terrace but it attracts people all around the year. The menus and what the restaurant is serving depends on the season and according to themselves the restaurant serves modern Scandinavian food that takes influences from all over Europe. The restaurant has a long history and many people who have lived in Helsinki in the 1970's remembers it as a party place. Since the 1990's the restaurant has served as a dining place.

The objective for this thesis is to provide a well-executed and justified social media marketing plan for the company. The theoretical research will be done first, then a competitor analysis and a SOSTAC –analysis of the commissioner's social media will be conducted, and finally, recommendations and suggestions for the future will be provided. The recommendations will be based on the findings in the research part of the thesis and the competitor analysis.

The main goal for the thesis is to create a good product that will be beneficial for the commissioner and the goal of the product is to gain more visibility in the chosen channels. Ideally, that will help the restaurant to find new customers and make more profit.

I was interested to do the bachelor thesis about this topic because social media has always interested me. I have grown in the "social media age" when many of the biggest platforms out there were invented. I find social media very interesting and it is especially fascinating how some people have managed to make it their profession. There are the people who do social media as a profession as companies' social media managers but there are also the influencers who show their lives through social media. Especially the influencers raise many questions. How do these people do it and what makes them and their social media channels special?

It would be naive to think that these people who do social media as influencers or as professionals for companies would just happen to be good at it, but there are so many rules and so many tricks which can be used to be more successful in social media. There are even courses in universities dedicated to social media marketing. Naturally, there needs to be something new and interesting if one wants to be successful in social media but what are the rules? What are the statistics and knowledge one must have to create a functioning social media channel? What should be done to get your content stand out so that the modern people who are overwhelmed with content will notice it? And in the end, how much does the theory do for one's social media efforts and how much is it about the personality of the person or the company doing it?

Social media brings people from all around the world together. Different platforms let people engage with each other, no matter the distance and that makes the world smaller in its own way. It gives businesses a chance to reach new audiences so much easier than before and to show people who they are and what the businesses do in a whole new way. It should be an interesting process to try to find out the rules and secrets for building a functioning social media presence for a restaurant business.

1.1 Justification of the topic

This thesis will focus only on the case company's social media marketing because it is the area that is in the most urgent need of improvement. The website is professionally designed and kept up to date well, so there was no need to do a research from the whole digital marketing point of view. Social media marketing and how to use the channels was also a subject that was specifically requested by the commissioner.

The social media channels that the thesis will mostly focus on are Facebook and Instagram. Other channels will also be presented and analysed but these two will be the main focus because these are two of the most used social media channels in the world. According to data gathered during the first half of 2017, Facebook was the most used platform with over 2 billion daily users. Next come the chat apps like WhatsApp, Facebook Messenger, and WeChat. After these, the most used is Instagram with 700 million daily users. (Dunn 2017.) Considering the commissioner's customer segments, through these two platforms the restaurant is most likely to get the biggest following. These platforms can also be considered very user-friendly so it will be easy for the restaurant staff to use them.

1.2 Methods

The mostly used method in this thesis is research. The author will search for sources online and in books, articles, and others. She will try to find the latest information of the topic and will only use sources that can be considered reliable. The sources reliability and value will be estimated by using knowledge and skills she has acquired during her studies. When research is done about a topic as new as this one, and about a topic that is changing constantly it is important to only use sources that are current.

An Interview with the manager of the case company will be conducted and the answers of the interview will be presented in the thesis and used in order to make the Social Media Marketing Plan even more suitable and useful for the commissioner. The interview will have questions about the restaurant, the restaurant's customers and who they are, and who are the potential customers. Questions about the restaurant's current situation in social media, the ideal future and the objective for developing the restaurant social media will be discussed further.

The author will analyze the present situation of the case company's social media platforms using the knowledge she has acquired during the research part of the thesis. The knowledge got in the interview of the restaurant manager will also be taken into consideration at this point.

The SOSTAC -model by P.R. Smith will be used to help analyze and develop the social media channels of the restaurant. After that, recommendations and a plan on how to use the social media in the future will be provided.

1.3 Key Definitions

To give the reader a better understanding of the topic before reading further, some key definitions will be explained.

Social media is the definition used when the topic is talked about in general. The word covers everything under the topic. According to Merriam-Webster Dictionary (2018) Social Media can be defined as a form of electronic communication. The communication usually happens through websites that are created for social networking through which users can create online communities to share information, ideas, personal messages or content (Merriam-Webster 2018). The communication can also happen through different applications.

Using social media and **Social Networking** are usually thought to be the same thing but that is not the case. Whereas, using social media means a business is posting content on their channels, social networking is interacting with the followers and others. Using social media can be considered as talking but social networking also includes the listening, interacting, asking and answering the questions. (Shauer 2015.)

When a company uses **Social media marketing**, also called **SMM**, it is using its social media channels or platforms to sell and market its products and services. Social media provides a new channel for businesses to get closer and to engage with their customers more than ever. (Investopedia 2018.) Social media marketing is usually considered to be relatively cheap if not free, although many platforms are now also using paid advertising. Social media gives even the small businesses a possibility to sell their values and to provide valuable content for their followers. (BTW Team 2017.)

If your company uses social media it should have a **social media strategy or plan**. A social media plan is like any other marketing plan and covers things like how often to post, what to post and on to what channels. There are many ways and tools to help you create your plan. Whichever plan a company chooses to use it is thought that using the time to make the plan will have many benefits: it will save the company's time, it will help in posting consistently, it will help the company to keep their eyes on the goal of the social media marketing and to keep it clear that who is the audience and how to give them valuable content. (Lozano 2018.)

When **Channels** or **Platforms** are talked about the author is referring to the different social media networking sites or apps, such as Instagram, Facebook, YouTube, Twitter, and Snapchat. The two most important channels for the thesis are Instagram and Facebook and it will also be analyzed and explained later if they actually are the ones to use. According to the Digital Marketing Institute finding the right channel for your company consists of four steps: narrowing down the choices, meaning that it is most useful to choose one of the channels that already have a big amount of users; defining your goals (maybe it is to gain visibility and to reach more customers); find out what channels your customers are already using, and finally, figure out what kind of content your company would like to post. For example, posts that are only pictures or posts that include lots of informative text work better on some websites than they do on others. (Digital Marketing Institute 2018b.)

2 Social media marketing

This part and the next two parts of the thesis will form the theoretical layout. The author will find information from literature and internet sources. The information search will be limited to topics that will benefit the social media marketing plan and help give the author the knowledge she needs to be able to produce a of product this type.

In the theoretical layout topics like social media marketing, channels, customer acquisition, content and planning tools for social media will be discussed. Also, a question of how will the restaurant be able to analyze if they are successful in social media will be raised and discussed and if they are not successful, what should be changed.

As previously stated, social media Marketing (SMM) is happening when a company is using its social media platforms to sell its products or services. According to Burk Wood (2017) social media marketing means using social networking technologies like websites and apps to achieve marketing objectives. The marketing objective could be to increase brand awareness, strengthen customer relationships and maintain discussion with customers and other audiences. (Burk Wood 2017, 202.)

The main reason a company's social media presence is crucial for the businesses success is simple: that is the way people communicate these days. People also like to do business with people: social media is a humane tool for engaging with the customers and getting the company's voice heard. Social media helps the content and ideas to gain an audience. First, the potential customers see a company's social media, then they go to the web page and which will then ideally result to sales. (Jefferson & Tanton 2015, 71.)

2.1 Channels

When starting to develop a social media marketing plan there are many different social media channels to choose from. As defined in the previous chapter, channels, also known as platforms are the different social media networking sites or apps, such as Facebook, Instagram, YouTube, Twitter, Snapchat and many more. This thesis will focus mostly on Instagram and Facebook but to give the reader a better overview of the other possible channels that social media offers, some other popular platforms will be introduced.

In many cases Facebook is considered to be the most important one of the social media platforms. One of the reasons for this is that it is the platform with the most users: the platform has 2.13 billion monthly users (Investor Relations 2018). The average amount of

daily users in December 2017 was 1.4 billion people. In Finland there were 2.5 million Facebook users in 2017 (Reinikainen 2017). Facebook gives businesses a good channel to market themselves and to connect with people, and it is said that customer engagement is one of the biggest pros of social media marketing. There were approximately 65 million business pages on Facebook in October 2017 (Smith 2018). In Facebook, as in many platforms, paid marketing is possible, meaning that you can choose a demographic according to age, location and online behavior and use targeted advertisements in your marketing (Facebook Business 2018).

Instagram was the world's seventh most used social media in early 2018 with 800 million daily users (Statista 2018). When comparing user amounts of social media platforms before Instagram come many apps that are created for chatting, such as WhatsApp, Facebook Messenger, WeChat and a Chinese app called QQ, alongside with YouTube. According to Instagram themselves, they are a platform where the users can capture and share the world's moments on the service and that the platform was built to strengthen relationships through shared experiences (Instagram 2018). In Finland there were 1 million Instagram users in mid-2017 (Reinikainen 2017).

YouTube is the most used social media platform after Facebook with 1.5 billion users. YouTube content is being watched over one billion hours a day (YouTube 2018). The platform is created for sharing video content only. In Finland there were 1.1 million YouTube users in mid-2017 (Reinikainen 2017).

Twitter is a social networking site for microblogging, which allows users to post small posts consisting of maximum 140 characters called tweets (WhatIs 2015). Microblogging means a combination of blogging and instant messaging, which can be shared with an online audience (Nations 2017). Twitter has 330 million users internationally (Statista 2018) and 0,4 million users in Finland (Reinikainen 2017).

Snapchat is an app with 255 million users worldwide (Statista 2018). Snapchat works only as an app for smart phones, and it has 0,5 million users in Finland (Reinikainen 2017). Snapchat is in many cases seen as a unique app, since the messages sent there will disappear in a few seconds. Videos and pictures sent in the app can be seen for 10 seconds by the recipients. Text chats and video calls are also possible. It is said, that Snapchat's disappearing content makes it feel a bit more human and in-the-moment than the content in many other platforms. The app also has a service called Snapchat stories, which allows the user to save content which can be seen for 24 hours by the user's contacts. (Moreau 2018.)

These are the six biggest social media platforms in early 2018, not including the apps and social platforms created for chatting. One thing to always remember with social media is that it is always changing and new platforms emerge constantly. Even the biggest platforms are not safe from competitors or scandals. For example, Facebook was hit with a big scandal in early 2018 about it not protecting its users' information well enough and the information ending up in the hands of third parties. The "death" of Snapchat has also been forecasted for years. Recently a new platform. Vero – True Social, also emerged and it was quickly branded as the new Instagram (BBC 2018).

2.2 Marketing planning

As in any type of marketing, planning is also important in social media marketing. The plan is individual for each company and it should outline the marketplace situation and describe the marketing strategies and programs. The plan should support the achievement of the business goals and the organization's other goals. Marketing plans are in many cases defined for a set amount of time, for example one year. (Burk Wood 2017, 4.)

There are many tools out there that can be used for digital marketing and social media planning, SOSTAC by PR Smith being one of the most used ones. In the next chapters tools to help a business in the marketing planning process will be introduced.

2.2.1 SOSTAC by P.R. Smith

SOSTAC is a marketing model that was developed in the late 1990's by P.R. Smith. In 2004 it was officially published in the book Strategic Marketing Communication. In the book the authors state that SOSTAC provides an outline or a structure on which a comprehensive marketing plan can be built (Smith & Taylor 2004, 35). The method consists of six parts, and those words from the acronym SOSTAC. The parts are Situation analysis, Objectives, Strategy, Tactics, Actions and Control.

The situation analysis should be comprehensive. This part is considered to be so important that it can take up to half of the entire analysis. This part should include reviews of performances, as well as an analysis on the competition, the marketplace and strengths and weaknesses. Frequently, SWOT -analyses are useful for this part. (Smith & Taylor 2004.)

A competitor analysis is traditionally a part of the Situation analysis. To be able to conduct a competitor analysis a company should determine who the competitors are and what

types of products or services they sell. Their strengths and weaknesses should be determined: what types of threats and opportunities do they offer to one's business. If possible, their past and current strategies should be determined. (Entrepreneur 2018.)

When it comes to the social media usage of the competitors, firstly the channels they are using should be defined. It is important to find out how often are they posting and what type of content are they using the most. The frequency, the quality and the relevance of the posts should be assessed. Also, the engagement rate and the level of personalization is important: are they answering to comments and reviews personally in a serving manner, are all of the customers getting the same answer, or are they engaging with the customers at all. (Gurd 2017.)

After the situation analysis there should be a clear picture of where the company stands at the moment. After this, the next step is to define the objectives. The objectives part should answer the question "where do we want to go" as specifically as possible. Defining clear objectives is necessary for the organization to keep its focus. Ideally, the criteria of success and failure should also be defined in numbers so that it is easier to evaluate if the plan is working or not. (Smith & Taylor 2004, 35.)

After objective comes strategy. Strategy summarizes how the objective is going to be reached. Strategy summarizes tactics, which will be the next step in SOSTAC. This phase should be done with the objective clearly in mind. Otherwise the strategy and objective might not match and the strategy will be useless. (Smith & Zook 2011, 235.)

Tactics are the strategy in more detail and more defined (Smith & Zook 2011, 235). At this phase possible content and content plans should be made. What happens and when does it happen, should be determined. (Chaffey 2016.)

The A in SOSTAC stands for action. A detailed action phase will help in the actual implementation of the tactics and this step will bring the tactics to life. The action phase requires good planning, and project and time management skills. (Smith & Zook 2011, 237.) The division of responsibilities should be done in this stage. It is also helpful to define a business's internal resources and skills and also determine if something needs to be outsourced, if there is a possibility for that. In this phase it should not just be defined that what and when, but also who. (Chaffey 2016.)

Last comes Control. Every plan should include a control system, because that will help in monitoring, measuring and controlling the performance. A way to measure the success of

the plan is crucial since it is important to know it is working. If the plan is not working, it should be stopped and changed. Clear objectives help in this phase: a broad objective could be divided into smaller objectives and if those do not get reached, it is obvious that something needs to be changed. If not changed, the big objective will never be met. (Smith & Zook 2011, 240.)

2.2.2 SWOT

The SWOT -analysis is a tool often used in strategic planning. SWOT is an acronym and it stands for strengths, weaknesses, opportunities and threats. According to Poole (2013) strengths and weaknesses are internal influences, whereas opportunities and threats are external influences. He also states that the objective of SWOT is to minimize threats and overcome weaknesses. The analysis is usually presented in a standardized figure, where weaknesses and threats are on the right side and strengths and opportunities are on the left side. The goal is to move everything on the table to the left side. (Poole 2013.)

	Helpful	Harmful
Internal Origin	S trengths	W eaknesses
External Origin	O pportunities	T hreats

Figure 1. The SWOT –analysis tool (Poole 2013)

2.2.3 SMART

SMART is a tool to use when objectives of any kind need to be defined. SMART is an acronym that comes from the words specific, measurable, achievable, relevant, and time oriented. (Wayne State University.)

The specific part means that the objective should be detailed enough and it should answer questions like “what should be done” and “how will I know it is done”? The end result should be carefully described. (Wayne State University.)

The measurable part makes sure that the objective can be measured, often in numbers but possibly also in something else. If the objective is measured in something else, for example quality, there should be a predefined object for comparison. (Wayne State University).

After measurable comes achievable and this part should answer the question if the person trying to reach the objective can do it. Does the person have enough skills, knowledge and capability? Is it also possible achieve the objective within the given timeframe? (Wayne State University).

The next part is relevant. This part should answer the question why should it be done? And that what will be the impact of reaching the objective. (Wayne State University). This part is also a good for determining the motivation of the person trying to reach the objective. (Wayne State University).

Last comes time-oriented. This part answers the question of “when will it be done”? An objective should have an end point and some checkpoints to help track the process. Both of these, the check-points and the end, should be defined in this part. (Wayne State University.)

3 Customer acquisition

Customer acquisition is the first part of the process of Customer Relationship Management, also known as CRM. Business Dictionary (2018) defines customer acquisition as the process of persuading a potential customer to buy a company's goods or services. The point in customer acquisition is to find customers who the business can serve so that they will become loyal customers and will return over and over again (Lenander).

The first step to customer acquisition is defining the target: who are the potential and wanted customers? General demographics like age, gender, income and where they are from are very important, but deeper knowledge like interests and preferences will help to target the customer segment even more efficiently. (Salesforce 2018.) After the desired customer group has been defined clearly, it is much easier to start a successful marketing campaign. Marketing is very often time-consuming and it can be expensive, so targeting the right audience is crucial (Pahlman).

Customer acquisition can be seen as an investment. In many cases, the potential customers will be persuaded to try out the business instead of the competitors, and this might require offers that will appeal to a customer's rationality. This means, that a customer coming in for the first time might not make any profit for the business but will become profitable only if they return. And needless to say, it is unsure if they will return. (Lenander.)

In customer acquisition it is important to bring out the company's assets. The things that the company does, produces, or promises that none of its competitors does, should be emphasized and brought to the knowledge of as many potential customers as possible. The way the assets are introduced and in what way they are highlighted will depend on the targeted audience. (Lenander.)

3.1 Acquiring new customers through social media

A social media presence is crucial in the process of acquiring new customers (Salesforce 2018). Social media is where the potential customers are so why would a business not be there? Previously customer acquisition might have required big amounts of background work and big financial investments but social media and the digital environment have given it new prospects. For instance, social media has made reviewing, recommending, and word-of-mouth marketing possible for big audiences and it costs the company basically nothing. (Bonnier).

Customer acquisition techniques are constantly developing alongside with technology. It is important for businesses to find new ways to acquire new customers and to engage with the existing customers. This is important because businesses want to stay relevant and keep their acquisition rates high. (Juneja 2018.)

In social media content marketing is seen as a tool for customer acquisition. A business that shares and creates valuable and interesting content will attract the potential customers. This is much cheaper for the business and the same content can be shared with a large group of people. A good way to acquire customers through social media is to anticipate their needs as precisely as possible and give them the information they need for each step. This will make the decision to purchase from your company as simple as possible. (Sandqvist 2014.)

3.2 Evaluating a business's success in social media

Evaluating one's success in social media is easiest if the goals and objectives were set in a clear and comprehensive manner at the beginning of the process. There are also tools to support a company on its way to well working social media channels. Many channels have their own analytics tool and many more are available online, some for free and some have a monthly or a yearly fee.

Instagram and Facebook both have their own analytics tools. From Facebook analytics information about customer demographics, like their average age and where they are from, can be found. However, the tool can only show the demographics of the people who have liked the business's page, not everyone who have visited it. The tool shows the number of followers and likes a page or a post has gotten within a given timeframe and if the popularity of the posts is going up or down. It also shows when the customers are using Facebook the most so posts can be optimized according to those statistics. (Facebook a.)

Once an Instagram account is changed into a business page the page's owner will get access to Instagram Insights. Insights is Instagram's own analytics tool and it can give knowledge about a page's followers and the people who interact with the company on Instagram. Insights will give the page owner access to demographics like age, location and gender. It can also tell what kind of posts and stories your audience sees and engages with the most. Through Instagram Insights Instagram ads can also be created and managed. (Facebook Help Center 2018.)

There are also many online tools for analyzing a business's own or even the competitors' social media. Many of them have a monthly fee for users, but there are some good free ones as well. A popular free tool for analyzing Facebook pages is Likealyzer.com. Likealyzer brands itself as a free tool that helps brands to succeed in Facebook and that they give their customers recommendations, not just metrics. On Likealyzer a business can get a comprehensive view of their Facebook analytics but it is also possible to view the analytics of the competitors Facebook -pages. (Likealyzer 2017.)

Once a search is conducted in Likealyzer it will give information and an evaluation about the Facebook page's front page, about the amount of information provided on the page, about the activity of the page, and responsiveness to posts and comments. If a business page's owner logs in to Facebook in Likealyzer it can give broader statistics about engagement rates and other parts of the page. (Likealyzer 2017.)

The true monetary value of social media for a business is hard to measure. It is impossible to find out the value of a like or a follow. The only way to concretely determine how many people are coming to a restaurant because of their social media efforts is to ask the customers. A campaign with a discount code or some sort of benefit would also help to determine how many people are seeing the campaign and how many are actually using it. However, in that case it would also be impossible to determine who are new customers and who have been to the restaurant before.

Most of the profit of social media does not show immediately but is more long term (Jackson 2017). A social media presence can be seen more as a tool for creating relationships than a quick fix for generating sales. A social media user that sees a company's content or an ad in the social media platforms will view it and ideally follow the page. If the content attracts the user and they follow the page, the business gets its content on the possible customers social media feed. If the business updates its channels and will be seen in the feed consistently, the customer will also have a consistent reminder of the businesses existence and will hopefully turn to that specific company when looking for the type of products and services the company provides. (Jackson 2017.)

4 Content marketing

In this chapter content and the many parts of the subject will be introduced. Anything anyone posts on social media channels is considered to be content. Content marketing is a strategic approach which means that valuable, relevant and consistent content is created and shared to attract and acquire a certain audience. When this is done by a company they are delivering the audience information that will make them more intelligent, instead of pitching their goods or services. The idea behind content marketing is that if companies give their audiences consistent and constant information, they will reward the company with their business and loyalty. (Content marketing institute 2017.)

4.1 Creating valuable content

Valuable content should be consistent and valuable and relevant to your customers. Content are all the words and pictures you post on your channels but valuable content has a purpose: it is content that hits the mark, something that a company has created for a particular audience. This type of content will help the customers, educate, or inspire them. It should be something the audience will appreciate. (Jefferson & Tanton 2015, 23.) Creating valuable content is always customer-centric and not self-centric (Jefferson & Tanton 2015, 222). People are losing trust in traditional sales messages so marketing in other ways is becoming increasingly important (Jefferson & Tanton 2015, 16).

According to Jefferson & Tanton (2015) valuable content should be helpful, entertaining, authentic, relevant, and timely. A piece of content does not have to be all of these things at the same time. What is important to understand is that something that is valuable to one customer necessarily is not to another. Therefore, it is important to know the existing and potential customers so that it is possible to create content that is valuable for them.

One of the most important questions that can help a company produce valuable content is that is the content on target? And how is this going to help the customer? (Jefferson & Tanton 2015, 222) There are questions that can help the business define the target. These would be questions like who is the piece on content designed for, what question does the content answer, and what is the goal: what does a business want their audience to learn, and how should they want them to feel after reading the content. Also, a good question to answer is that is there any action? What should the customer do after reading the content? (Jefferson & Tanton 2015, 223.)

Jefferson and Tanton (2015, 28) state that marketing a business with valuable content will have many clear benefits. First one is that the business will get found on social media because of your engaging content. Valuable content will help to build a reputation: when people see that something educating and interesting has published, it is likely for them to share it on their own pages and the business will gain even more visibility. The business will become more likeable, which might sound a bit strange but people are still wanting that human contact even through social media. Great customer service through the social channels is a big advantage for a business. (Jefferson & Tanton 2015, 28.)

Sharing valuable content will also make the business seem more trustworthy. Peoples' trust towards sales messages is very low at the moment and in many cases, they just makes people angry, so giving them something valuable without asking for anything in return will make the company seem generous and trustworthy, and worthy of a customer's business. (Jefferson & Tanton 2015, 31.)

Not only will valuable content make a business seen but it will also make it memorable. It will ideally make an impact and publishing valuable content consistently will keep a business in its customers' feeds. Meaning, that the next time the customer is making a purchasing decision they will hopefully think of that specific company. This will also cause the business to differentiate from other business and stand out more. (Jefferson & Tanton 2015, 32.)

One more bonus of creating valuable content is that it will last longer. Traditional sales messages like emails are mostly viewed once and then forgotten about but content published on social media platforms can reach new people constantly and make an impact even a time after some was published. (Jefferson & Tanton 2015, 28.)

4.2 Content planning

After a company has started its social media channels and gained a bit of following it is easiest to know when to post by using the analytics tools. The tools can tell which day and what times the followers are mostly on social media. This chapter will only focus on Instagram and Facebook content planning since those two are the most relevant for the social media marketing plan.

There are many studies that can tell the best times to post on each social media. For example, according to Simply Measured (2017), the best time to post to Instagram is Monday and Thursday. Wednesday is also a good day to post but Sunday is the worst. The best time to post is at 2pm or 6-7.30pm.

The frequency of posting should be one per day, but in the end quality matters more than amount of posts (Simply Measured 2017). Hughes (2016) states that 1-2 posts a day is best and Adobe Spark (2016) recommends experimenting with different posting frequencies and see what types of reactions come out of it. It is said that in Instagram consistency in posting is key: if your followers are used to you posting seven times a week, you might start losing followers if you decrease that number to one per week (Patel 2016).

These statistics seem to change a bit depending on the source, since according to sources presented by Moreau (2018) the best days for Instagram posts are Monday, Wednesday, Thursday and Friday and the best times for posting are 7 to 9a.m., 11a.m. to 2p.m. and 5 to 7 p.m. The writer also points out that the best time to post depends on your audience. If your audience mostly consists of people who work on weekdays from 9 to 5, it is assumable that they will look at their social media before work and after, possibly during lunch hour as well. However, if your audience mostly consists of students, it is possible that they will not have such a regulated lifestyle, so the content directed at them does not have to follow any strict rules or timelines.

The best days post to Facebook according to Ellering (2017) are the later days of the week, meaning from Thursday to Sunday. The best time to post on Thursday and Friday are from 1 p.m. to 4 p.m. However, on Saturday and Sunday the best timeslot to post is between 12 p.m. and 1 p.m. Wednesday at 1 p.m. is also a decent time to post.

Again, differing answers can be found from different sources. According to Aynsley (2018) the best days to post on Facebook are Monday, Wednesday, Thursday and Friday between 12 p.m. and 3 p.m. But he does state that on Saturdays and Sundays the engagement is lower but there is a spike in clicks on posts that are published between 12 p.m. and 1 p.m., which supports Ellering's statement presented above. However, Aynsley does as well point out that the best way to figure out what works best for a specific business is to test different strategies and track the results and engagement with Facebook Analytics or some other analytics tool.

How many times a day or a week to post on Facebook is a highly relevant question as well. Kolowich (2017) conducted a study that shows that the less a Facebook page with a

smaller following than 10k posts, the higher the amount of clicks the post gets is. In this study the ideal amount of posts per month were only 1 to 5. The author's advice for marketers is to not to overwhelm the customers with amounts of posts but to be selective about what to post. In other words, one should put more time into crafting quality posts and not put too much effort into the amount of them. However, according to Vivial (2017) a business should post 3 to 7 times a week on Facebook and according to Hughes (2016) 5 to 10 times a week. The only thing these sources seem to have in common is that they all state that social media is constantly changing and that only a business itself can fully determine what will work for its channels.

For some businesses it might also be useful to have a content planning or a calendaring system. There are many ready-made templates available, some are rather comprehensive and some a bit more limited. According to Jefferson & Tanton (2015, 256) it is extremely difficult to become good at content marketing if you do not have a proper planning system. The content calendar they have created consists of 10 headlines: publish date, writer, format and destination, working title, target keyword or concept, target audience, goal, call to action, status, and results.

In other words: when is it going to be published, who is going to write it, where is it going to be posted and what form is it going to be. For example, will it be published on Instagram or Facebook and will it be a blog, a video, or a photo. The calendar also answers to questions like what is the working title, which might never even be published but could give a clear idea of what the post is going to be about. Target keyword means your subject and what is the answer that the post will give to the audience reading it. The audience should also be defined, who is this piece of content targeted to? What is the goal, why are you creating this, and what is the call to action? The call to action should explain what does the company wish that the reader will do after reading the post? Status means if the post is in planning, in the making on completed and the results should also be documented for future preference.

This is an example of a comprehensive content planning calendar but there are much simpler ones that will help a business plan when, what and where to post its content.

4.3 The trends in content

Naturally, social media trends are constantly changing and developing as is social media itself. The biggest trends in social media were forecasted by DeMers (2017) for 2018, and his first forecast was the rise of augmented reality. Next was that the popularity of live

streaming will keep rising and that apps with strict privacy rules will gain more popularity, since people are getting worried about the social media platforms selling their users' information to third parties. He also forecasted that the gamification of social media will emerge, paid advertising on social media will get even bigger, brand fatigue will become clearer, and that the popularity of local and personal experiences will keep rising.

Brand fatigue in social media means that since there are so many businesses in social media nowadays and such a big portion of the content is created by them, people are getting tired of it. Therefore, the businesses will have to think about more creative ways to get the customers attention is social media. The rise of interest in local, authentic, and personal experiences could also be explained with the brand fatigue. (DeMers 2017.)

Another forecast made by another author, Wade (2018) firstly states that chatbots will make customer service faster. These chatbots are able to solve customers' problems and give them answers immediately. Up to 20% of business content could be generated by machines in 2018.

Wade's (2018) next statement is that the ephemeral content will give the best engagement rates. With ephemeral content is meant Snapchat and the stories features in Instagram and Facebook. It is the content that can only be seen for 24 hours and then it disappears. Ephemeral content's popularity is usually explained with that fact that it seems more real. Because people can carefully design and plan what one wants to show on their feeds, ephemeral content seems more human and genuine. People expect to see the genuine content when they are watching the stories, even though in many cases those are planned as well. (Digital Marketing Institute 2018a.)

As well as DeMers (2017), Wade (2018) forecasts the rise of augmented reality on mobile devices and apps. Wade (2018) highlights influencer marketing and how that will keep getting more and more popular. Consumers want authenticity and honesty from the influencers but influencer marketing has become so popular that it is hard to know which of the influencers can be trusted. Influencers are often saying that they only work with brands they love but there are so many brands wanting to work with influencers that it will be interesting to see if they can keep their genuineness.

The last trend mentioned for 2018 is video. Video has been a rapidly growing social media trend and it does not seem to be slowing down. In 2017 90% of all the content shared by users was video content and it is expected that by 2020 video content will make up to 80% of all the online consumer internet traffic. (Wade 2018.)

As can be seen above, there might be as many forecasts as there are forecasters but in many cases, they have a thing or two in common. The forecasts are also changing rapidly. What seems like a trend now can be forgotten about next week, with some exceptions, of course. For instance, the video content trend has been going for years and brand fatigue has also been foreseen for many years.

4.4 User-generated content

User-generated content is one of the most talked about content types. User-generated content, also known as UGC, means content that an un-paid third party has published on a site. The content can be a photo, video, blog, a comment or basically anything posted online or social media. (Rouse 2013.)

UGC is known to create more trust within the audience, since the audience trusts other consumers and an unpaid opinion more than they do trust a brand's sales message. UGC also creates more engagement on the posts, since the audience is more likely to comment on each other's posts on social media than the ones the business makes. This type of content is also more likely to get shared. UGC gives people a chance to connect with the business and each other because this content type opens a chance for communication. Because of UGC people are even more likely to follow a business's pages. (York 2016b.)

There are ways to use user-generated content for your business's benefit and to encourage it. UGC can be encouraged by creating competitions or campaigns for people posting pictures related to the business or using a certain hashtag to tell a story. An attempt to get your audience posting should always be clear and simple enough so that all factors that might create a hesitation to join the campaign will be minimized. A thing to remember when sharing UGC on a business's page is to ask for permission from the person who has created the content and to give credit. (York 2016b.)

The down side of UGC is that it cannot be controlled nor can it be influenced. If someone has criticism about a company it is very easy for them to post about it on social media and there is not much a company can do but to answer in an appropriate manner. Especially campaigns with hashtags have backfired with bigger companies and organizations. Therefore, it is always a good strategic move to think about the possible negative outcomes beforehand and be prepared in case something happens. (Patel 2016.)

Encouraging customers to use certain hashtags may help to discover the user-generated content. A hashtag is created when the # is put in front of a word. Hashtags are used to identify and categorize messages or posts on a specific topic (Oxford Living Dictionaries 2018; Techopedia 2018). Originally, hashtags were created to make it easier for users to find Tweets about certain topics (MacArthur 2017) but now they have spread around social media. They are most popular in Instagram and Twitter, although they can be used in Facebook as well.

According to Twitter Business, before selecting a hashtag it should be searched in social media. The hashtag should be something that has not been used in a while or at least not in a way that might confuse the customers. It is also good to check that the hashtag does not have any double meanings. A good hashtag is not too long, is easy to remember, represents your brand, and is exclusive if possible. A good hashtag is not generic but something a bit more unique. (York 2016a.)

4.5 Visual Content Marketing

Visual content is very popular on social media and it can be used across platforms. Visual content comprehends all the content types that have visual elements, such as images, comics, infographics, and videos (Bathelot 2014). This type of content should also be relevant and deliver value to the audience, so it is a form of content marketing (Moon 2014). Visual content can be mixed with text content by for instance, giving a blogpost an eye-catching visual cover page. Good visual content is always eye-catching and it effectively expresses the message or the idea behind the content. (Bathelot 2014.)

Visual content should be used because it has the ability to tell a story quickly and the information in it is easier to remember and apprehend than the information in traditional content. Visuals can more easily raise any type of emotions and it can affect the audience in a way that would be difficult to do with written content. Visual content is also more shareable than other types of content. (Bathelot 2014; Moon 2014.)

The first step to take in starting to create visual content is to start thinking visually. How could the valuable message be conveyed to the audience in a visual way? Another thing to consider is that how should that visual content be done so that it will stand out from all the other content out there. (Moon 2014.)

5 Social media marketing plan

In this chapter the social media marketing plan for the commissioner will start to get developed. First the commissioning restaurant will get introduced in detail alongside with the goal for the social media marketing plan. The competitors have been defined with the restaurant manager and an analysis of the competitors' social media usage will be conducted. The reason Instagram and Facebook were chosen as the channels for the commissioner will be explained, and finally a SOSTAC – analysis about the commissioner's social media marketing will be done.

5.1 Restaurant Töölönranta

The case company is a restaurant located in Töölö, Helsinki. The restaurant has been at its place for a long time and it has a rather dramatic history since it has burnt down three times. The latest building was opened in 1996. (Karvonen 1996.) Töölönranta started out as a nightclub, and many people who were young in those days like to reminisce the amazing parties they had there whenever they come back to the restaurant.

As previously mentioned, the restaurant is located in Töölö, more specifically in the Töölö bay area. The restaurant has a big terrace that has great views towards the bay. The restaurant is located just in the corner of the park, next to big venues like the Olympic Stadium and the Opera House. The restaurant serves modern Scandinavian cuisine with influenced taken from all over Europe (Royal Ravintolat 2018).

The average customer of the restaurant is a 35 to 50-year-old woman who is solvent and lives in the capital area. This woman usually comes to the restaurant with her friends or family. Also, older people come to the restaurant with family to celebrate an occasion or to dine with friends. These are usually people who have come to the restaurant for many years. (Rautainen 5 April 2016.)

A big portion of the clientele does consist of business customers. These customers come to the restaurant for a private event or a lunch. Another big customer segment is the tourist groups coming to the restaurant through travel agencies. The tourist groups mostly come during spring and summer. (Rautainen 5 April 2016.)

When asked about the competitors, the manager could not give a straight answer at first. The restaurant offers many services and the ambience is unique so there are different competitors when you think about them location vice, milieu vice, or according to what

type of services they have to offer. After a brief discussion the manager came to a conclusion about the four main competitors: Meripaviljonki since the milieu is similar, Mamma Rosa and KuuKuu because of the location, and Lasipalatsi since they offer similar services, meaning that their venue is also suitable for organizing different types of events and occasions. (Rautainen 5 April 2016.)

5.2 Goal of the social media marketing plan

When the interview with the restaurant manager was conducted a goal for the marketing plan was defined. In this case the goal is to gain more visibility online and to get more customers. The target customer segment is the young adults, aged 25 to 35 who are living in the capital area.

To define the goal a bit more in detail the SMART –tool will be used. Firstly, the goal is specific: the goal is to gain new customers who fit the segment mentioned above. They are 25 to 35-year-old men and women who live in the capital area. They are solvent young adults who are likely to use their money on restaurant services and goods. They enjoy a good time with friends and on top of good service and food they also enjoy a nice atmosphere and possibly some entertainment. The ideal end situation would be that the social media channels are well functioning and updated regularly, and that the restaurant has acquired many new loyal customers.

The goal is measurable: there is not a specific number set as the goal by the commissioner but if the channels gain a following and more of the younger people start visiting the restaurant the plan is succeeding. The competitors' median number of followers on Facebook is slightly over 2000 and the median of Instagram followers is about 1000, so it should be the goal for the commissioner's social media channels to reach those numbers and ideally go over.

The goal is achievable. However, it will remain to be seen if the social media efforts can make the restaurant appealing to the younger clientele in Helsinki's huge selection of restaurants. The social media is not going to be run by professionals either, so that will also be remained to be seen if the people running it will have the skills needed to apply in practice the suggestions and recommendations given in this thesis.

The goal is relevant. Social media as a way of marketing is very relevant and that is where the customers are, especially the younger people the commissioner wants to attract. It is also highly relevant since the commissioner has not yet been too active on social media

and has yet to find out the potential of social media for this specific business. The impact of the objective would be that the restaurant has good channels through which their existing and potential customers can get to know them and the services they are offering better.

The goal might not be seen as a time-oriented goal, because there is no set deadline. The time it takes to reach the objective will be highly dependent on the commitment of the people creating content and updating the social media channels. Naturally, it is hoped to reach many new potential customers as quickly as possible. From 6 months up to one year could be a realistic timeframe for this plan.

5.3 Competitor analysis

Analyzing the competitors well can be very beneficial for a social media marketing plan. This competitor analysis will focus only on the competitors' social media channels and their social media presence. It is important to know what the competitors are doing on their channels so that the case company can try to stand out and be better or different in some aspects.

The analysis will be conducted by analyzing the competitors' Facebook -pages with the Likelyzer -tool. Then the restaurants' Facebook and Instagram channels will be analyzed with the help of Gurd's (2017) Competitor analysis for social media strategies. All the competitors have a Facebook account but only two of the competitors have an Instagram account.

The statistics given by Likealyzer about competitors and information about their follower amounts and number of posts will be presented in a chart and explained below. Statistics of Töölönrinta's current situation will also be presented in the chart.

Table 1. Numbers from the competitor analysis according to Likealyzer.com

	Mamma Rosa	Ravintola KuuKuu	Ravintola Lasipalatsi	Meripaviljonki	Töölönrinta
Likes on Facebook:	1430	1211	2637	7213	562
Amount of posts (last 30 days):	0	2	1	4	5
Followers on Instagram:	-	1609	-	395	100
Amount of posts (last 30 days):	-	11	-	4	0
Frontpage:	61 %	100 %	100 %	100 %	100 %
About:	58 %	74 %	76 %	74 %	74 %
Activity:	0 %	43 %	36 %	36 %	36 %
Response:	100 %	100 %	100 %	100 %	100 %

The percentages given by Likealyzer (table 1) are like success rates: 0 is the worst and 100 is the best. In the part about the front page the tool checks if the page has a profile and cover photo, if the “about” section is filled or left empty, if the business has a username in Facebook, and if the call-to-action buttons are in use. The call-to-action buttons mean the buttons which give the person visiting the page a possibility to call the restaurant, get directions on how to get there, send an email, or go visit the webpage. All restaurants got a 100% from this because they had all the parts filled, except for Mamma Rosa who does not have a username and there is nothing written in the about section.

The about section measures the milestones a business has added on their page and the amount on contact information and other information provided. All the restaurants got very similar results from this category. None of them got a full score because no one has added the milestones. Lasipalatsi got a better score because they have a bit more added information in their Business details section than the others. Mamma Rosa has a lower score because their contact information is lacking an email address.

The score for activity consists of posts per day, number of events the business has created on Facebook, number of videos published, average post length and the number of pages the business has liked on Facebook. According to Likealyzer, the given statistics are usually based on posts that have been published within 30 days. The activity score is also very similar between businesses. Mamma Rosa has a score 0 since their Facebook page is rather inactive, and KuuKuu has a bit better score since their page is a bit more active than the others.

The response rate for all of the businesses is 100%. This is only because the analytics tool is only able to view if Facebook users are able to post on the page and gives a rate accordingly.

After Likealyzer’s statistics there is still a need for a more in-depth analysis of the competitors’ social media channels. This will be done with the help of Gurd’s (2017) Competitor analysis for social media strategies. Gurd asks questions like what type of content is being used and how, and is the content personalized for each platform? Do they have a customer service approach in their social media and how do they respond to negative comments and customers’ inquiries? What can we learn from what our competitors do well or poorly, and what type of posts do the followers engage with the most? What are the strengths and weaknesses? Gurd (2017) states that what others do need to be covered in

a competing business's social media but what nobody does well, your business can swoop in and be the leader in.

The first competitor is Mamma Rosa, a restaurant which has been in Töölö for over 35 years (Mamma Rosa). On their webpage they state that they serve international cuisine although on their Facebook –page they state that they serve Mediterranean food. Analyzing Mamma Rosa's Facebook page is rather useless since there is nothing there. The last action on their page was in July 2017 when they updated their opening hours. Facebook users have a possibility to review the restaurant and those are seen first when entering the page. When scrolling through the reviews a clear pattern can be noticed: if the review is good the restaurant has liked it and if it is bad there is no reaction. Some people have also written that they had sent an email to the restaurant but since they have not gotten any response they will share their experiences on Facebook. This obviously looks very bad in a consumer's eyes. (Facebook e.)

The main thing there is to learn from Mamma Rosa Facebook is that always answer negative and constructive feedback, whether it is sent in an email or published on Facebook. They have a quite big number of likes on Facebook, so for them Facebook is a resource that is left unused but on the other hand from a competitor's point of view it is only a good thing. (Facebook e.) Mamma Rosa does not have an Instagram account.

Ravintola KuuKuu is doing a better job in their Facebook presence but they are posting quite frequently as well. KuuKuu is also located in Töölö and they serve Finnish-Scandinavian cuisine (Ravintola Carelia 2018). They have altogether 7 posts published in the last year, which of two are shared posts originally created by other restaurants from the same company. Mainly the posts are photos alongside with text. Both of the posts published within 30 days are posts that have been shared from their Instagram account so they do not personalize their posts for each channel. There are many customer reviews on their page and KuuKuu has not answered any of them, whether they are good or bad reviews. The pictures on KuuKuu's page are beautiful, many of them look professionally taken. However, the engagement level is low: their posts have only gained likes and not too many of those either. The strength of KuuKuu's Facebook page are the well-taken photos. Their weakness is the frequent posts and lack of engagement with customers. (Facebook b.)

KuuKuu is clearly putting more effort into their Instagram. On this platform the business has posted 11 times within the last 30 days, 10 of which are pictures and one is a video. The pictures on this channel are beautiful as well. Most of the pictures are food pictures

but there are also some mood pictures about the people who are visiting the restaurant and about the bar. Their use of hashtags is a bit inconsistent but there are some repeating ones like #helsinki, #syödä, #ravintola, #töölö and also #kuukuu in some of the pictures. Mostly their pictures on Instagram gain just likes but on the few comments they have received no effort seems to be put into engagement.

Ravintola Lasipalatsi is located in the Helsinki city center. They serve their classic dishes alongside with seasonal menus. (Ravintolakolmio Konserni.) Within the last 30 days Lasipalatsi has posted once on Facebook. Other activity on their page was updating their cover photo. One thing that Lasipalatsi does well is that it likes and answers the comments it has received on its posts. The posts do not seem to get too much engagement compared to the pages almost 3000 likes: the posts have comments here and there and most posts seem to have under 20 likes. It seems like they have a good customer service attitude in their Facebook page. For example, someone had written a comment in Swedish and they also answered in Swedish. The Swedish was not perfect but obviously they are trying and very likely the customer will be positively surprised by an answer in their own language and does not mind a few errors in grammar. (Facebook c.)

Their content consists also mostly of pictures. Besides that, they have shared some posts by other companies and if you scroll down enough a few news articles and a video can be found. Majority of the page's pictures are very nice in quality like they would have been professionally taken. The strengths of Lasipalatsi's Facebook page are the level on engagement with customers and the good pictures. A weakness here is also the frequency in posting. (Facebook c.) Lasipalatsi does not have an Instagram account.

The fourth competitor, Meripaviljonki, is a fish and crayfish restaurant located in Hakaniemi (Graniitti Ravintolat). They have posted four times on Facebook during the last 30 days. All these posts are pictures with added text. These posts only have few likes and no comments, but when the posts from a longer time are viewed the engagement seems to vary: some posts do not have any comments and some have several. The same phenomenon can be seen with likes, the number of likes may vary from 5 to 300. Meripaviljonki is also engaging with customers, not as efficiently as Lasipalatsi, but most comments have a reply or a like. The engagement is also seen in the reviews. Many reviews have received a like or maybe even a comment. Many bad reviews have also been noted, but not all of them. The strength of Meripaviljonki's Facebook is the engagement but it is also their weakness, since it is inconsistent. It raises a question if it would be better to leave all of the reviews unanswered than to answer some of them. But at least they are trying. (Facebook d.)

Meripaviljonki can also be found in Instagram. They have made four posts in the last 30 days and all of these posts are pictures. Three pictures are different ones and one is posted on Facebook as well, so the content is rather personalized according to channel. The usage of hashtags is somewhat inconsistent in the pictures: the hashtags #helsinki can be found in two of the pictures, and #meripaviljonki in only one. When viewing the older pictures #meripaviljonki can be found in most of them alongside with #hakaniemi.

5.4 Chosen channels

The chosen channels for the restaurant's social media marketing are Facebook and Instagram. During the interview with the restaurant manager these two channels were decided since they are two highly popular platforms. The restaurant also already has gained some following on Facebook and therefore, they will continue working with that platform. Instagram was chosen because it seems like a good platform for faster, fun and, entertaining content. It is also a versatile platform because pictures and video can be posted and there is also the Stories -feature. A restaurant's products and services should always look good and tempting so Instagram is an excellent platform for displaying that. Other platforms will be discussed and determined in the future after these channels have been transformed into successfully functioning social media marketing channels. (Rautiainen 5 March 2017.)

The roles for the channels were also set with the restaurant manager. Facebook is for more informative content and Instagram is set to be a platform for faster engagement and content. However, both platforms should include both types of content since it cannot be assumed that all the customers will see the content posted on both platforms. (Rautiainen 5 March 2017.)

The current status with these channels is that the Facebook page is active and it has a bit under 600 likes. Posts are published once to twice a week but the amount of posts has not been too consistent in the long run. An Instagram account for the restaurant has also been made. However, nothing has been posted on the account since November 2017 and it had not been able to gain a following during the time it was used actively. More about the current situation analysis can be found below in the SOSTAC situation analysis.

5.5 SOSTAC in use

The SOSTAC -method created by P.R. Smith will be used to help in the social media marketing planning for the commissioning restaurant. Each step of the method will be covered

and the first one is Situation analysis. The current situation of the social media presence will be analyzed in the same way as the competitors.

The restaurant has posted five times on Facebook during the last 30 days. All of the posts are pictures with text. The pictures from the last 30 days are of nice quality but when scrolling down to see posts from a longer timeframe the quality of the pictures seems to vary. When looking at the posts published during a longer period of time the posts do not seem to get too much engagement. The posts get a consistent small number of likes and comments every now and then. The comments seem to have been reacted to, so the engagement is small but it is there. Töölönrinta has also received many reviews on Facebook. The responses to the reviews seems a bit inconsistent: some of them have been liked and some have not. Only one bad review has been answered.

Töölönrinta has an Instagram account but the account has not been used since November 2017. Before that it has been used inconsistently: only 10 posts have been made in between May and November 2017. The account has 100 followers at the moment. The pictures posted have received a small amount of likes and no comments. Hashtags were not used consistently: in some of the pictures the hashtags #töölönrinta and #ravintolatöölönrinta appear but only in a few of them.

A SWOT -analysis of the social media marketing of restaurant Töölönrinta was also created.

<p>Strengths</p> <ul style="list-style-type: none"> ○ Existing Facebook presence ○ Picture bank – photos taken by professionals ○ Good image of restaurant ○ Strong seasonality – can be used in social media 	<p>Weaknesses</p> <ul style="list-style-type: none"> ○ Only one social media channel ○ Some of the existing clientele might not be on social media ○ Not too many employees willing to participate in social media marketing
<p>Opportunities</p> <ul style="list-style-type: none"> ○ Building a strong following ○ Gaining visibility ○ Engaging with customers and potential customers ○ Gaining new customers ○ Building a strong brand image 	<p>Threats</p> <ul style="list-style-type: none"> ○ Not enough time to implement plan ○ Not enough time to use social media at all ○ Not gaining followers ○ Bad image on social media for whatever reason ○ Laws & rules

The strength for Töölönranta in social media is the already existing, somewhat functioning, Facebook page. A picture bank which has pictures taken by professionals which can be used in social media can also be seen as a strength. The restaurant seems to have a good image according to the customer reviews on Facebook. The restaurant's strong seasonality can also be seen as a strength: it will give structure and it can give ideas for the marketing on the social media.

The first weakness is that the restaurant only has one functioning social media channel. The Instagram account is there but it will basically have to be started from scratch. Another weakness is that likely not all of the existing clientele are on social media, so the restaurant cannot solely rely on gaining followers from the customers they already have. The last weakness is that at least at the moment not too many of the people who work at the restaurant seem keen on using and updating the social media for the restaurant. If it is left in the hands of two people it might be easier to coordinate but then there is a higher risk of it not being updated at all.

Opportunities for the social media are endless. The biggest opportunities are that the restaurant can gain visibility on social media and through that gain a big following. Because of that big following there will be engagement with the customers and the customers will engage with each other and eventually, the restaurant will gain new customers. An opportunity in social media is also building a strong positive brand image.

The biggest threat for social media usage in Töölönranta is the possible lack of time. Social media is something that the restaurant wants to put effort in and that is planned to do by giving the social media responsible some time during a work week to plan the social media posts for the next week. However, in a busy restaurant environment the lack of time is always a threat. Another threat is the possibility of not gaining any followers. Most likely, if the social media channels are not getting a following the restaurant is doing something wrong and must change its tactics. However, this should be considered a threat since the audience might already be overwhelmed with all the content available.

The laws and rules of social media can be considered a threat if a business is not aware of them. There is not a concept of social media in the Finnish legislation so it operates under many parts of the law, like the consumer protection law, copyright law, and criminal law, alongside many more (Pulkkinen 2015). Some general rules for social media are that the one who produces a piece of content can use it freely, but if content produced by someone else is desired to use, permission needs to be asked. It is also good to give

credit, meaning mentioning the creator of the content in the post but that can be settled with the content creator. For instance, if a company is writing a blog post and information gathered by someone else needs to be used, it should always be remembered to give credit, add sources and possibly even asking for permission. And if a picture is taken with customers or any person in it, permission to publish it should also be received. (Weissenfelt 2016).

The objectives for the social media marketing plan and the reason behind the decision to put more effort on social media in general is to gain new customers. The restaurant's current average customer is a 35-50-year-old woman from the capital area. The customer segment the commissioner is now pursuing are the solvent young adults aged 25-35 from the capital area. This is the most logical segment for the restaurant to target, and if they will come to the restaurant after seeing the restaurant on social media and are happy with the restaurant, they will likely become loyal customers for life. This is also a good customer segment to target through social media since it is assumable that most of them are using it.

Strategy for getting the young solvent adults to come to the restaurant is to create a strong social media presence. A strong social media presence will help the restaurant gain visibility and in that way help them get more customers. The restaurant will showcase in social media who they are and what are their values, and why the customers should come to their restaurant instead of the competitors.

Attracting the new potential customers will happen through Instagram and Facebook. This will be done by creating and sharing content that is both engaging and valuable to the audience. The content will be created in many forms but mostly in visual, using images and video, possibly also info graphs and comics. In the interview with the restaurant manager the roles of the social media channels were discussed briefly. The decision was that a more formal and informative role for Facebook and a bit more casual and "fun" role for Instagram. (Rautiainen 5 March 2018.) Before taking the Instagram account into use again it will be rebooted, meaning that the previous content will be deleted, but saved for possible use in the future. This way the restaurant will not leave the audience wondering why there was a break in posting that lasted over half-a-year. The account will also be turned into a business account.

In the social media channels posting, sharing, and engaging with customers will happen. The posts made by the restaurant will encourage engagement in forms of commenting, liking and sharing. The restaurant must also remember to react to comments by liking and

responding. User-generated content will also be used by sharing it in the restaurants own media when there is good content provided by the customers, and a permission has been received to use the content. The people who will be running the commissioner's social media channels are the author herself, the restaurant manager, and one of the shift managers. So far, there has not been too much interest from the other employees to start posting on the restaurant's social media but hopefully in the future there will be more people interested in using the social media channels.

The controlling and monitoring of the success on social media will be done by using the social media platforms' own analytics tools, meaning Instagram Insights and Facebook Analytics. Likealyzer.com will also be used to help track the of the social media success or failure, as well as keeping an eye on the competitors.

The social media marketing plan will get implemented after the thesis has been done, so the results whether the plan is successful or not, cannot be reported. That is why is very important to choose simple tools for the commissioner to follow and view when in doubt if the social media plan is working. All the chosen tools will give the commissioner clear and uncluttered information about the social media channels and actions. This type of information will not have to be interpreted too much but it can show what is working and what is not.

6 Conclusions – recommendations

This part presents the recommendations for the social media marketing of restaurant Töölönranta. The recommendations are based on the findings in the previous parts about social media marketing, customer acquisition and content marketing as well as the competitor analysis. The recommendations are created to help the commissioner reach the objective of the social media marketing plan as efficiently as possible.

One of the most important things, and a matter that has been discussed alongside many topics, is consistency. Consistency in everything on social media is crucial, whether it comes to replying to comments and reviews or posting on the media. The results of studies on how many times to post on Facebook and Instagram vary. Some studies say that 3 to 10 times a week to Facebook is ideal however, some studies say that 1 to 5 times a month is enough. Recommendation for Instagram seem to be more consistent: minimum once a day. Though the rule of consistency applies also to Instagram: it is better to post consistently than start by posting at a rate the company cannot keep up and later start losing followers because they are posting less. Trying different posting times and frequencies is the best way to find the ways that work best for a specific business.

In content, quality should always come before quantity. It does not matter how much a business is posting if the posts do not get an audience. Always a better strategy is to put a bit more thought and effort in the quality of the individual posts instead of thinking about how many should be published.

It is also very important to encourage engagement. It can be done with different types of content that will for example, ask customers to comment or like a post. That is why different competitions are popular when a higher engagement rate is wanted. Valuable content can also increase the engagement. Valuable content really is a key word in modern social media marketing. To have an as efficient social media presence as possible it should always be thought that how will this particular post benefit my audience, and what will they get out of this. Also, when engagement from the audience's side is high the restaurant must find the time to answer and to take part in conversation. This will spark even more engagement.

User-generated content is said to encourage engagement so that should not be forgotten. Sharing content generated by the customers will feel more genuine than a business advertising its own products. Encouraging the customers to use the official hashtags of the

company will make it easier for the consumers to search for and find content created by other consumers.

Besides the content being valuable, it should also be diverse. Videos and pictures seem to get the highest engagement rates but there are so many more types available. For example, guides, quizzes, competitions, and creating events in social media will require a little bit more time and effort but creating good content for your existing and potential audience should pay off.

Visual content is used the most and it gets the most engagement so the quality should always be good. The pictures are something to think about and to put effort in, especially in a business like a restaurant where the appearance of the venue and the food will have a big impact on the customers decision process of whether to come to a restaurant or not.

One more way to produce valuable content to the customer is to anticipate their needs. The social media channels and especially advertising something on social media should be a bit ahead of their time. For instance, it is very likely not useful to advertise a special event on the day of the event but should be done beforehand.

Personalized content for each channel is a good strategy. This way the audience who are following the business in many platforms do not have to view the same content many times. However, creating different content for all of the channels does require more time and effort.

A tool to help a business its content marketing and planning is the content marketing matrix which presents the four types of content. The types are entertaining, inspiring, educating or convincing. All types on content can be put into one of these categories and each type of content has a purpose for which it works best. The content matrix also has two axes, the vertical one is from emotional to rational and the horizontal one is from awareness to purchase. The axes represent the buyer journey. (Inggs 2015.)

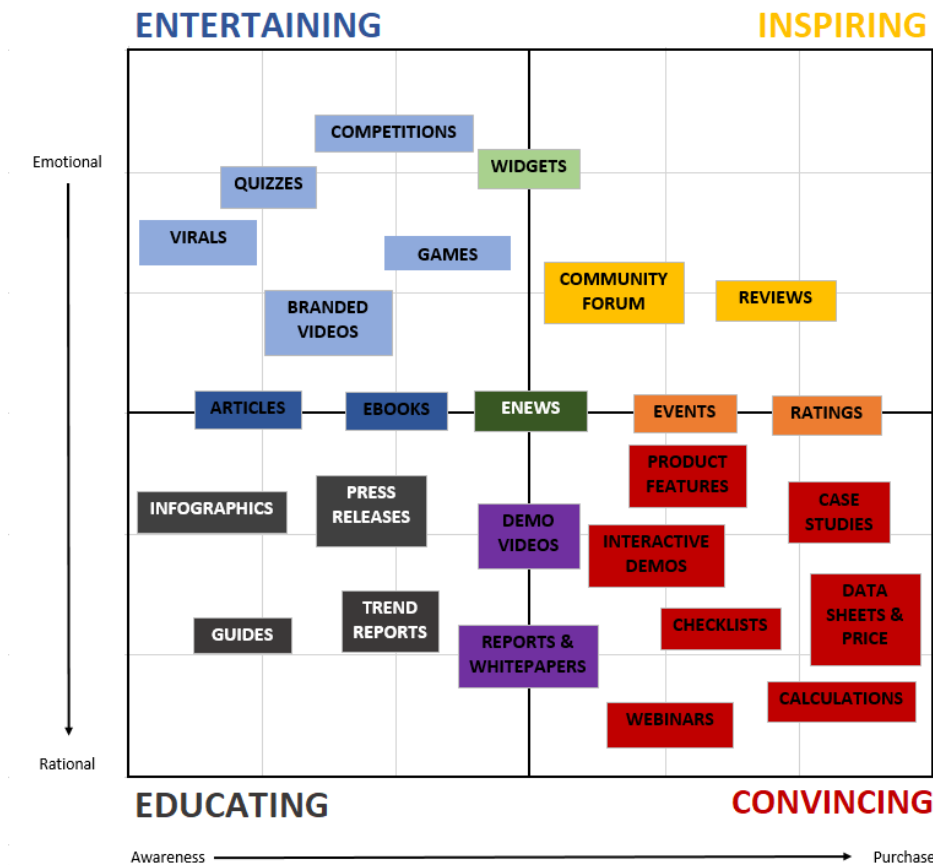


Figure 2. The four types of content (Inggs 2015)

The first category is entertaining. The people who are starting a customer journey are more likely to stay if they are entertained and not just given a sales pitch. They might be seeing a business's content for the first time so it should be something that is entertaining enough to keep the potential new customers interested. Few forms of content that can keep your customer entertained are competitions, video, quizzes, games or articles. (Inggs 2015.)

The next type is educating. At this point the company should share its knowledge with the potential customer. People are usually looking forward to feeling empowered or educated, so that they are capable of making good decisions around a certain subject. People can be given this feeling by sharing interesting and relevant pieces of content. Educating content includes thing like articles, trends reports, guides and infographics. (Inggs 2015.)

Third comes inspiring content. After a customer has been entertained and educated successfully, they will be aware of a business's content and have maybe started to form a liking to it. The next step is to inspire them. That could be done by sharing customer reviews of the business or maybe opening a forum where you can engage with the potential customers more frequently. (Inggs 2015.)

The last content type is convincing. After the potential customer has come this far, the only thing they need is that final piece of content that will seal the deal. The content needs to be persuasive and it should reinforce everything they have learnt about the business already so that it will lead to a buying decision. For a normal business this type of content could include calculations, case studies, checklists and product features. (Inggs 2015.) But for a restaurant it could be more about showing those positive customer reviews and showing in your content why your products and service are the best. It is all about proving that your product works (Ninetyblack 2017).

Posts and comments can be personalized in a different way. In this type of personalization, the person who wrote a comment or a post will add their name or initials at the end of the post or comment. This is not used too much on Facebook posts but more in the comments section and in replying reviews. This could give a personal touch to the comments and replies, instead of just writing behind the company name.

A business should have its own hashtag or hashtags on the social media platforms that use them. The hashtags should be used in every photo so that the company's own pictures and posts will appear alongside with others who have used the tag. Other hashtags to think about are the ones that will help the potential customers to find the restaurant. Something to do with the location or just #restaurant or #helsinkirestaurant could be helpful. The Instagram trends of food related hashtags like #foodie could also be used. Customers should also be encouraged to use the specific hashtags but how will it be done must be considered carefully so that it will fit the brand. In other places they can just write the hashtags on the wall and somewhere else it should be a bit more discreet.

The final recommendation is to remember the rules of social media and user-rights. The basic rule is that if a piece of content is generated by a business themselves they can use it how they want to. If there are people in the content, for instance if the content is a picture or a video, permission to publish the content should be asked from the people in it. If content is generated by someone else credit should be given to the creator and in many cases a permission to use it should also be received. For instance, if user-generated content is used a permission to share it should be gotten and credit should be given to the owner of the content but if a quote from a news article is used generally mentioning the source and giving credit is enough.

7 Discussion

In this part the final product and the process will be reflected on. The reflecting will be done by the author of the thesis and it will be done in an as honest and as objective manner as possible.

7.1 The process

I found the thesis process easier than I had expected. Of course, the thesis was a lot of work so it was not too easy even though it went smoothly. The thesis was written in a somewhat tight schedule but that suited me well. The topic was also rather straight-forward so working with the due dates in mind made it easier to focus on gathering information that would benefit the commissioner and not make the thesis too comprehensive. The topic was already well narrowed down so not much of that needed to be done during the writing process.

This was an interesting topic to me and it was also motivating to do the thesis for the company I am working for at the moment. The fact that the commissioner is my current employer naturally gave some pressure to make the thesis as good as possible and in every phase, consider the fact that will this benefit the commissioner. But it also had some benefits, for example, it was very easy to communicate with them since I knew them beforehand.

The methods used worked well for this type of thesis. There were many sources available online and in Haaga-Helia's databases. Literature sources were also quite easy to find. The interview with the manager of the commissioning company was very useful since it guaranteed that the commissioner and the author of the thesis had a similar vision for the future of the commissioner's social media channels. It also gave the author a chance to ask more defined questions about topics like customer segments and competitors. In hindsight, if anything could be done differently, maybe an interview with a social media professional could have been conducted. More specifically someone, who has worked with social media inside the food and beverage industry. That could have given more information about the status and meaning of social media for this specific industry, whereas now the information gathered is more generally applicable to any type of industry. That is, if any professional would be willing to tell their secrets to benefit another restaurant's social media channels.

Social media marketing is clearly a topic that many people write about. There is not a lack of sources, more like an overwhelming amount of them. This made finding sources easy

but at the same time challenging, since many of the sources were unfamiliar to the author and it was hard to recognize the reliable ones at the start of the process. Once the writing process proceeded it started to get easier to recognize the reliable ones. The sources that were considered to be reliable were the ones that could be found in Haaga-Helia databases and literature. Also, publications made by newspapers and big companies operating in the social media field were used as sources. When using articles or other publications created by businesses it was kept in mind that by providing this type of content the businesses are also looking for customers. The articles about social media user numbers or how to use a certain social media tool provided by these businesses are very good examples on how to provide valuable content for potential customers.

Most of the sources used in this thesis are sources from the internet. That is because this is a topic that requires the latest information and nowadays that is all online. Books were also used as sources but it was carefully monitored that they were quite recently published, with one exception being a book written by Smith and Taylor which was published in 2004. The book presented the SOSTAC -method and it seemed appropriate to use that source despite of its older age because the method is still very relevant and largely used in social media marketing.

When Likealyzer was used, the limits of finding statistics about another business's Facebook page became very clear. This tool cannot tell its user nothing they would not be able to notice themselves by viewing a Facebook page, it will just put it in a more quickly accessible and understandable form. Because of this the competitor analysis was also done with the help of an article about social media competitor analysis and was based on the observations of the author. So, in hindsight, this tool could have been replaced with another.

Personally, I learned a lot during the process of writing the thesis. Most of it was about social media marketing in general but also different types of content and the importance of it, and when and where to post the content became very familiar topics to me. The importance of social media to any business who wants to stay relevant became clear. I knew that it required time and effort to plan and produce quality content but it is actually even more time-consuming than I thought. After writing this thesis I will have a lot of respect for successful social media marketers and those who have turned social media into a living. Naturally, writing reports and on how to collect reliable sources was also very educational.

After this thesis is done the final product and recommendations will still be developed further by the people using social media at the commissioning company. Hopefully, the thesis and the product will be used and they will be helpful for creating a base for the commissioner's social media presence. Ideally an editorial calendar will be built on that base and the social media efforts will be effective, efficient and planned in detail.

7.2 The product

The final product changed during the writing of the thesis. At first, the idea was to create an editorial calendar but after researching the topic more it became clear that it would not be the best way to execute the thesis. That is because the development of the commissioner's social media marketing is just starting. Therefore, there is not much information from the social media channels to reflect on and there is no experience from the commissioner's side on how much time and effort they can put in social media marketing. That is why a full editorial calendar would very likely not profit the commissioner since it would have had to be done on a fully hypothetical basis. Because of that, the plan was conducted in a best practices and recommendations format which will help the commissioner to build a strong social media presence.

The product was made in Finnish because that is the main working language in the commissioning company. The social media marketing plan is fully based on the findings mentioned in the previous chapter, but they are just presented in a slightly more visual form. The findings are not presented in such detail in the product as they are in the thesis but if more information is needed about a specific matter it can be found in the thesis. The commissioner also has the author's contact information if more information is required.

The downside of this thesis is that the results whether the plan is working cannot be reported. At first, the idea of the commissioner and the author was that the author would start to develop the social media channels as she is writing the thesis but during the process it became clear that it would not be possible. That is because the author was not present at the work place too much during the spring the thesis was written. And since social media is such a fast platform it is very difficult to update the social media for something you are not a part of yourself at the moment. However, the plan will get implemented by the author as a part of her work in Töölönrinta after her graduation, the results will just not be reported in the thesis.

A subject for another student's thesis could be to implement this plan and develop it. Another subject could be to create an editorial calendar based on the information gathered

while implementing this plan. A topic for future research could also be to research the importance of social media for Finnish restaurants and F&B -businesses. That is because it is a very trendy topic but there does not seem to be too much research based information available.

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Appendices

Appendix 1. The product

IDEOITA	SISÄLTÖ	TAVOITTEET
<ul style="list-style-type: none">• Ruoka- ja juomakuvat & videot• Yleiset infot: aukiolot & menut yms• Kauden "fiiliskuvat"• Kuvia kattauksista & tiloista• Kilpailut & arvonnat• "Somesarjat": keittiön lempiannokset, salin lempiviinit, baarin lempidrinkit yms• Hlökunnan esittelyt• Käyttäjien luoman sisällön jakaminen omista kanavissa. <div><p>Muista vuorovaikutus: asiakkaiden viesteihin, kommentteihin ja arvioihin reagoiminen.</p></div>	<p>Hyvä sisältö on:</p> <ul style="list-style-type: none">• Visuaalista (kuvia ja videoita)• Laadukasta sekä ulkoisesti että sisällöllisesti (huom. kuvanlaatu ja oikeinkirjoitus)• Asiakkaan tarpeet ennakoivaa• Tarinallista: huomattavasti mieleenpainuvampaa kuin perinteiset myyntipuheet• Ajankohtaista• Vastaa kysymykseen• Helposti löydettävissä & jaettavissa• Tehty tietyllä kohderyhmälle sopivaksi. <p>Sisältöä:</p> <ul style="list-style-type: none">• Instagramiin 7 x vko• Facebookiin väh. 3 x vko <p>Säännöllisyys ensin!</p>	<p>Tavoite on luoda niin laadukasta sisältöä Töölönrannan some -kanaviin, että asiakkaat huomioivat sen ja jakavat sitä eteenpäin. Tavoitteena on myös luoda sisältöä, joka vetoaa tavoiteltuun asiakaskuntaan.</p> <p>Seuraajatavoitteet: Instagram 1000 Facebook 2000</p> <hr/> <p>PERIAATTEET</p> <p>Kysy aina kuvassa olevilta ihmisiltä lupa kuvan julkaisuun. Itse tuotettuja materiaaleja saa käyttää miten haluaa, mutta muiden tuottamista kysytään lupa ja muistetaan mainita tekijä.</p> <p>Hyvällä maulla: jokainen postaus vaikuttaa siihen, että millainen kuva ihmisillä on Töölönrannasta. Jos epäilyttää - kysy.</p>

#töölönranta
#ravintolatöölönranta
#helsinki
#helsinkirestaurant

 Ravintola Töölönranta
 ravintola_toolonranta

Some -ohjeistus

töölönranta